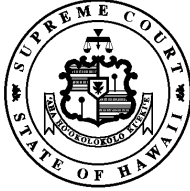


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FORMAL OPINION NO. 41

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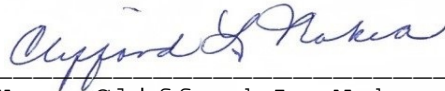
Communications concerning an attorney's services on a web site are advertising. As such, these communications are subject to HRPC 7.1 (communication cannot be false or misleading), HRPC 7.2 (advertising), HRPC 7.4 (communication of fields of practice and certification), and HRPC 7.5 (firm names and letterheads). Communications covered by this Opinion include, but are not limited to: domain names; web addresses; e-mail addresses; and banners, pop-ups, and other electronic advertising.

E-mail solicitation of prospective clients is already prohibited by HRPC 7.3(a).

DATED: Honolulu, Hawai'i, April 26, 2001

Carroll S. Taylor
Chairperson, Disciplinary Board

UPDATED: Honolulu, Hawai'i, March 19, 2015



Hon. Clifford L. Nakea (Ret.)
Chairperson, Disciplinary Board

*The Disciplinary Board's mission is to maintain the integrity of the legal profession
and protect the public from professional misconduct by attorneys.*